

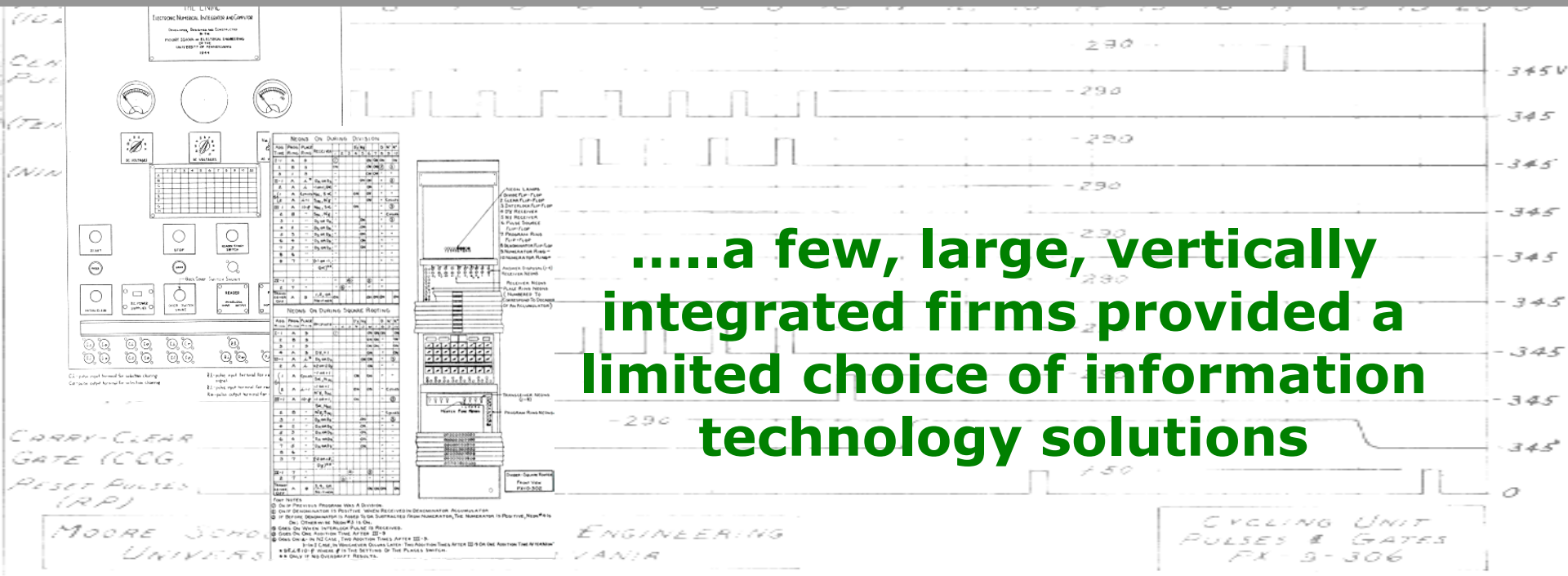


Dirk Meyer

President and Chief Operating Officer,
Microprocessor Solutions Sector

June 10, 2005

In the beginning.....



.....a few, large, vertically integrated firms provided a limited choice of information technology solutions

Today the information technology industry is the most vibrant, competitive, innovative industry we have ever known.....



- *Open standards*
- *Moore's Law*

The Two Paths to Success



Performance driven computing



Pervasive computing

- Cost
- Power
- Form factor → feature integration

Performance 

Gordon Moore said:

"The number of transistors per square inch of silicon will double every 18 months."

Many people heard:

"The performance of microprocessors will double every 18 months"

Speed!



Performance



Performance

- Performance = (Clock speed) X (Architecture)
- Clock speed = Transistor & Pipeline depth (Area)
- Architecture = Area
- With each technology generation
 - Power increased by ~30-50%
 - Power density increased by ~50%

Performance

A large green arrow pointing to the right, with the word "Performance" written in yellow text inside it.

- 1GHz processors will ship in 2000!
- 100GHz processors will ship in 2010!
 - Oh, by the way, it will consume 600W and melt!

... We Liked This Plan Better



Performance



**Pervasive
64-bit
capability**

+

**Multi-core
technology**

+

**Systems
architecture
innovation**

Direct Connect Architecture revolutionizes the system architecture by eliminating the bottlenecks of the front-side bus

One Instruction Set Gets You There!



Performance

Pervasive



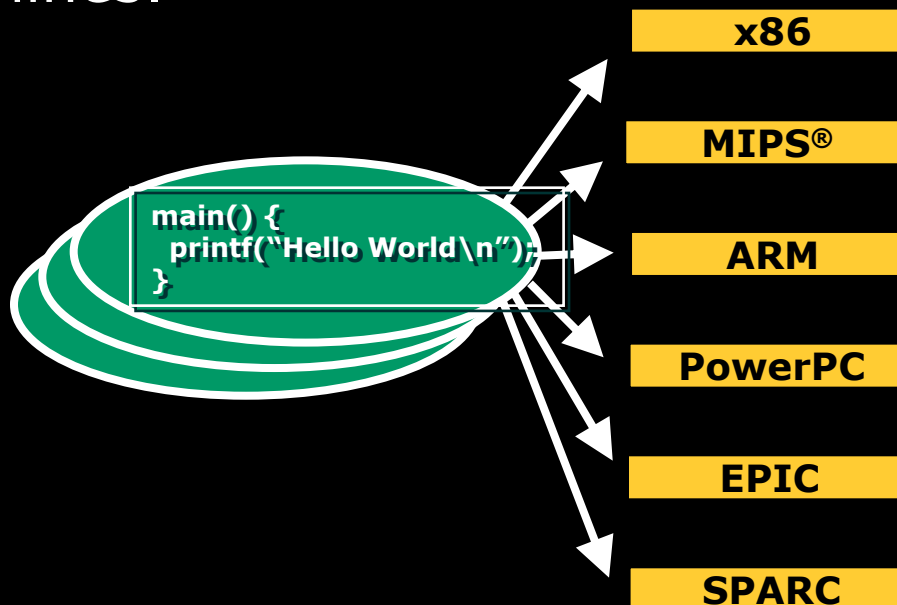
Why a Single Instruction Set?



Pervasive

- End users don't care about ISA
- Therefore it should be invisible to them
- Applications should run everywhere
- For developers porting costs time and money

Port thousands of applications, operating systems, drivers, codecs, tool chains and virtual machines.



Pervasive

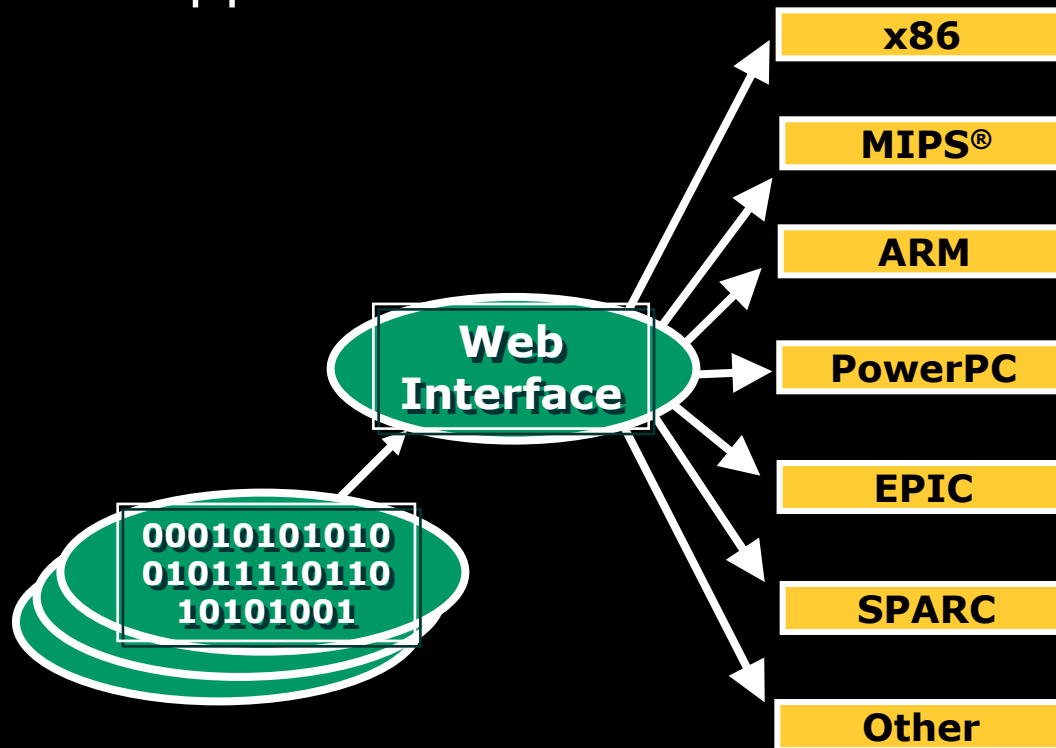


- *Resource intensive*
- *Slow*
- *Costly to maintain*

Possible Solutions



Develop a web-based interface for each application.



Pervasive



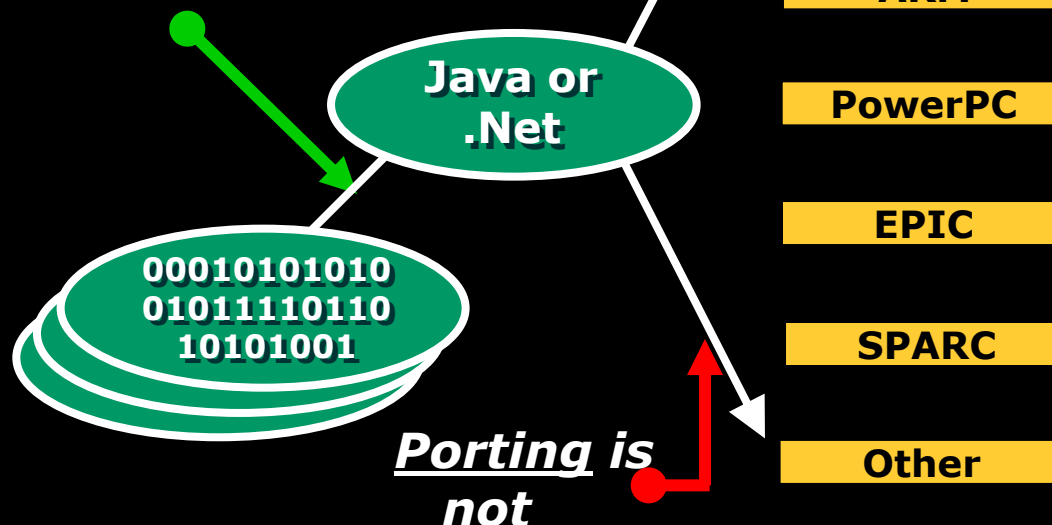
- *Assumes always-connected client server*
- *Limited functionality*
- *Difficult security*

Possible Solutions



Write once (or port once) and run anywhere.

Portability is good



Pervasive

YIELD

- Heavy testing
- Ongoing optimization
- Per-platform customization

Pervasive

Executing and/or translating to multiple languages and platforms is a necessary cost — not something to be desired.



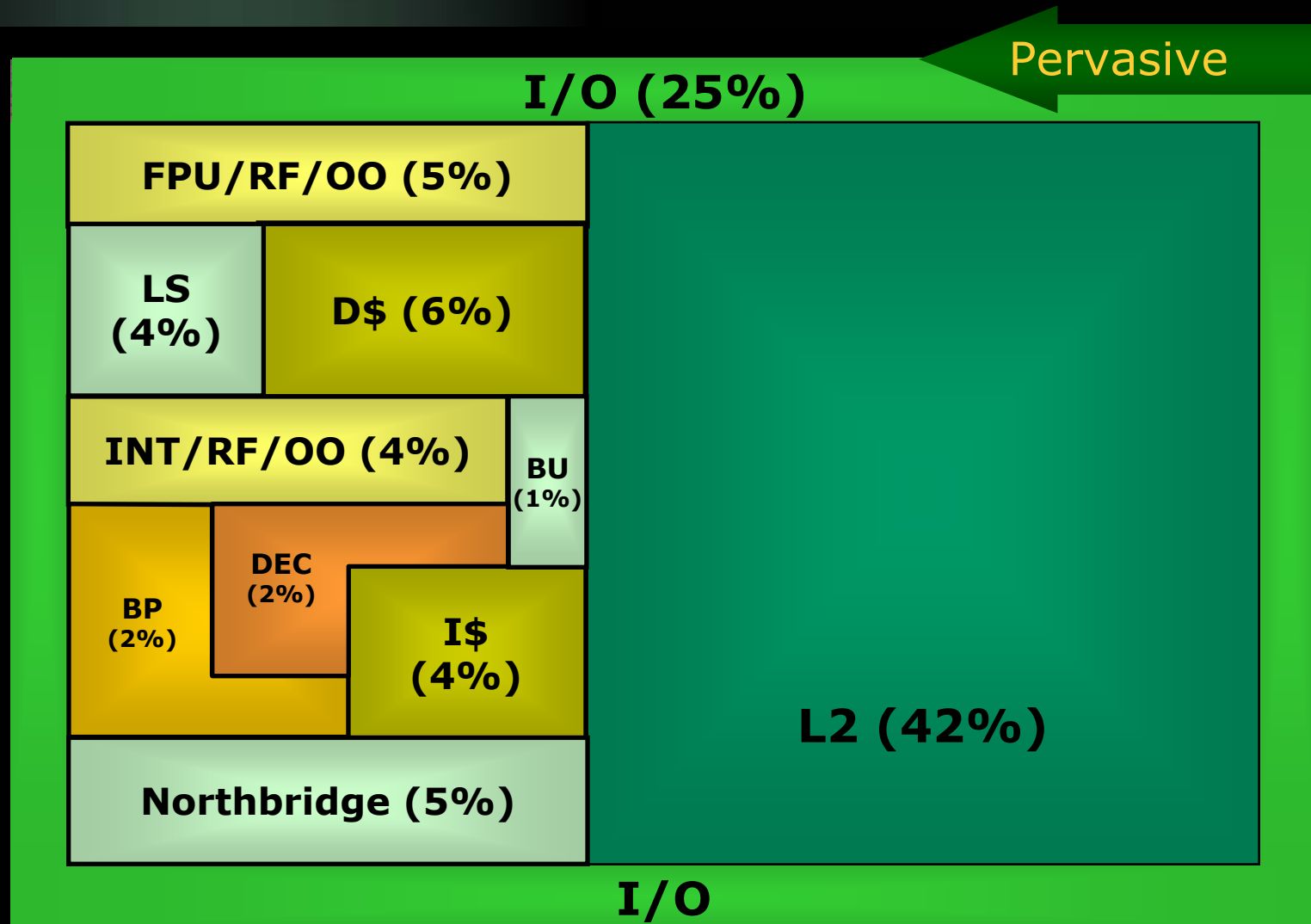
How Did We Get Here?

Why there are multiple instruction sets

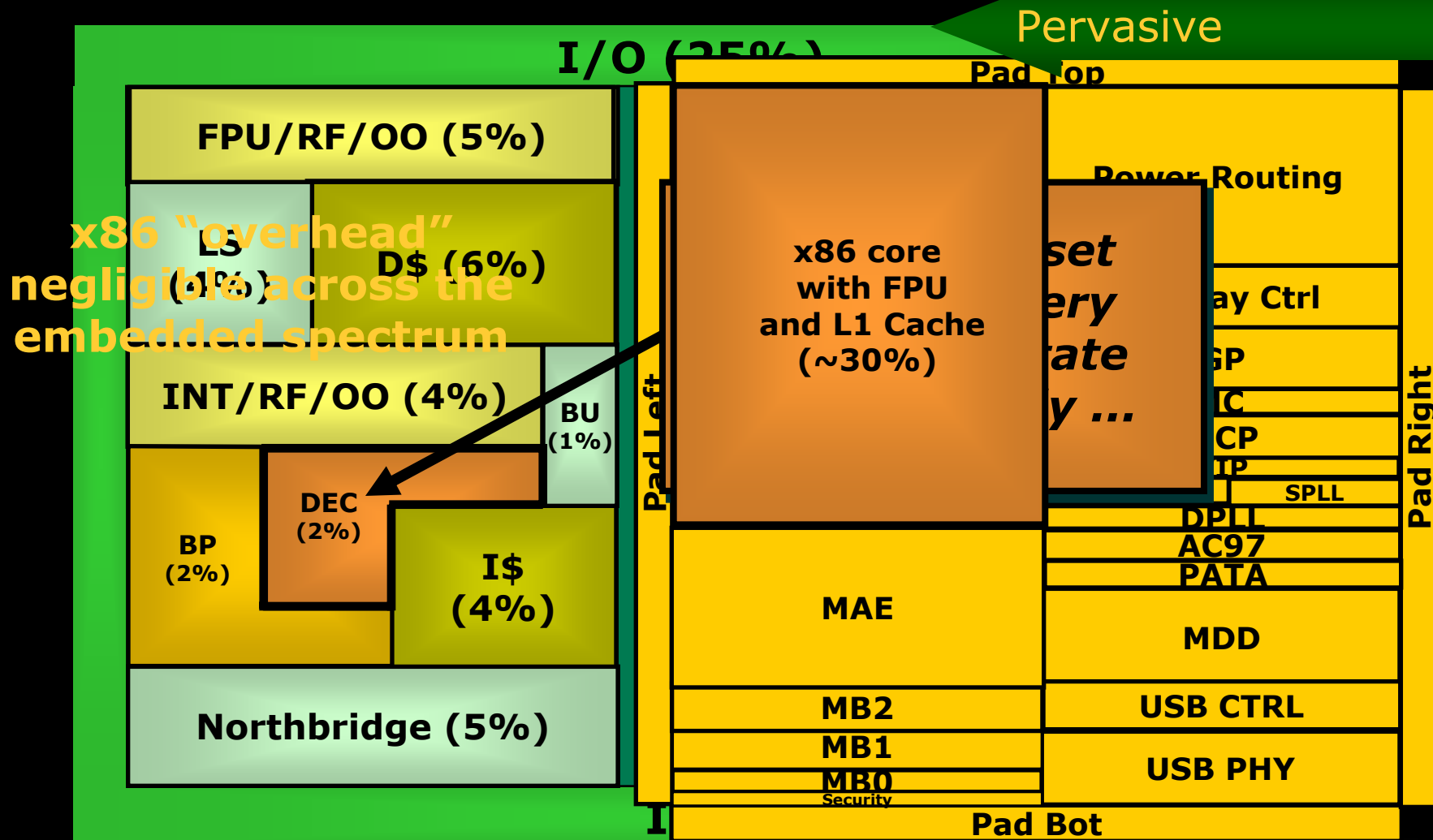


Pervasive

- Why not?
 - 1960s: Hardware was king, Software was free
- Intellectual property barriers made different ISAs necessary
- More performance
- Lower cost
- Lower power



For Both IT and Embedded Markets *x86 Everywhere - The Time is Now*



**AMD Next-Generation
embedded core (~40mm²)**

x86 Everywhere

AMD's Technology Vision



Pervasive



Workstations
and Servers

Thin
Clients

PCs

Emerging Devices

"x86 Everywhere"



	Commercial	Consumer
Performance	<ul style="list-style-type: none">• Servers• Workstations• Performance critical clients• Storage and networking	<ul style="list-style-type: none">• Performance Client<ul style="list-style-type: none">• Digital Content Creation• Gaming• Cinematic Computing
Pervasive	<ul style="list-style-type: none">• Thin Client• Mobile Thin and Light• Commercial hubs, routers, switches• Factory automation• Base stations• Instrumentation	<ul style="list-style-type: none">• Mobile• Digital Set Top Box• Automotive• Consumer Hub, Routers• Cellular

x86 Everywhere

The Time is Now!



Performance

AMD64

- Direct Connect Architecture
- Multi-core technology designed-in at inception
- Enables x86 everywhere

More innovation to come

Pervasive

x86 Everywhere

- Expands AMD addressable markets
- Universal Platform Architecture
- Increased economic opportunities for customers

Open standards and platforms are the pillars of innovation

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